



FCC QUARTERLY REPORT
2nd QUARTER
April-June 2010

Environment

Program: Fox 5 Morning News

Airdate: 4/26/10

Time: 5 a.m.

Type: 4 hour news program

500-gallons of sewage has made its way into Mission Bay. Right now, signs are posted around the area warning beachgoers of the contamination. The sewage flowed into the Driscoll Mission Bay Marina on Sunday. The spill was the result of a blockage in the system. Signs will remain posted until contamination tests show the water is safe.

Program: Fox 5 Morning News

Airdate: 4/28/10

Time: 5 a.m.

Type: 4 hour news program

San Diego isn't quite making the grade when it comes to clean air. This year's "State of the Air" report from the American Lung Association gives San Diego, San Marcos, and Carlsbad failing grades. Our city got an "F" for having more than 140 days of dangerous ozone levels every year. On top of that, levels of particles like dust, smog, and soot were triple or quadruple as high as safe levels. Los Angeles and Bakersfield were at the top of those lists for worst air quality.

Program: Fox 5 Morning News

Airdate: Monday, April 26, 2010

Time: 6:00 a.m.

Type: 4 hour news program

500-gallons of sewage made its way into Mission Bay. Signs are posted around the area warning beachgoers of the contamination. The sewage flowed into the Driscoll Mission Bay Marina on Sunday. The spill was the result of a blockage in the system. Signs will remain posted until contamination tests show the water is safe.

Program: Fox 5 Morning News

Airdate: Monday, April 26, 2010

Time: 6:00 a.m.

Type: 4 hour news program

The Coast Guard and San Diego Harbor Police kept their eyes on the bay but didn't spot "Balboa the whale" over the weekend. There may have been a sighting on Saturday, but some whale watchers aren't so sure. Kristin Evans from Birch Aquarium at Scripps, joins Raoul Martinez for an update on "Balboa."

Program: FOX 5 MORNING NEWS (7-9AM)

Airdate: April 26, 2010

Time: 7:00 am

Type: 4 hour news program

500 gallons of sewage made its way into Mission Bay. Signs are posted around the area warning beach visitors of the contamination. The spill was the result of a blockage in the system.

Program: FOX 5 MORNING NEWS

Airdate: APRIL 1, 2010

Time: 8:00 AM

Type: 4 hour news program

Recent storms means lots of runoff into local storm drains. Loren Nancarrow reports on why the ocean gets polluted and why residents should think twice before going for a swim.

Program: FOX 5 NEWS AT 6

Airdate: 04/30/10

Time: 6P

Type: 1 hour news program

A July 4th tradition in San Diego could be cancelled because of environment concerns. The Big Bay Boom Fireworks show is being sued, accused of being harmful to San Diego's bay waters. Organizers however are ignoring the suit and say the show will go on. Our reporter finds out both sides of the argument.

Program: FOX 5 NEWS AT 6

Airdate: 04/26/10

Time: 6P

Type: 1 hour news program

Move over Cash for Clunkers, it's almost time for San Diego County's super popular annual Lawnmower Exchange. San Diego County Supervisor Ron Roberts was out at Petco Park today along with the Friar to promote the Saturday event and explain the rules. We tell people the who, what, when and where and remind interested viewers they have to line up early.

Program: Fox 5 News at Ten

Airdate: 4/19/2010

Time: 10pm

Type: 1 hour news program

We take a look at how people can get money by going green through a program called "cash for appliances," and how people can go about getting rebates by getting energy efficient appliances.

Program: Fox 5 News at Ten

Airdate: 4/22/2010

Time: 10pm

Type: 1 hour news program

We look at Earth Day events happening around San Diego County and the changes with the annual event since it started 40 years ago.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 04/17/2010

Time: 10:05 PM

Type: 1 hour news program

A giant plume of ash from Iceland's volcano is disrupting air travel. Dozens of flights in southern California are being affected.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 04/17/2010

Time: 10:07 PM

Type: 1 hour news program

Earthquakes rattle San Diego County. A 4.1 quake struck around 9:00 a.m. The epicenter was about 30 miles south of Calexico.

Program: Fox 5 Morning News
Airdate: 5/4/10
Time: 5 a.m.
Type: 4 hour news program

The fallout from the Gulf Coast oil spill is growing. Governor Schwarzenegger has now withdrawn his support to expand oil drilling off the California coast. The governor says the images of the spill changed his mind about the safety of ocean-based oil platforms. He had proposed expanding oil drilling off the coast of Santa Barbara to help close the state's \$20 billion budget deficit.

Program: Fox 5 Morning News
Airdate: 5/27/10
Time: 5 a.m.
Type: 4 hour news program

Another promising report card for San Diego's beaches. The environmental group, "Heal the Bay," graded 46 county beaches. Only one beach, Vacation Isle North Cove Beach, didn't make the grade. It ranked one of the 10 most polluted sites in California. Grades are based on levels of bacteria in the water, mostly from sewer runoff. 98 percent of San Diego's beaches received either an "A" or "B" rating.

Program: Fox 5 Morning News
Airdate: Friday, May 28, 2010
Time: 6:00 a.m.
Type: 4 hour news program

An underwater robot created by local scientists will launch next week to help measure the oil spill. Scripps Institution of Oceanography plans to send the glider into the contaminated water to see if the machine can bring back some important data. The robot is called "spray."

Program: Fox 5 Morning News
Airdate: Thursday, May 27, 2010
Time: 6:00 a.m.
Type: 4 hour news program

The Rose Canyon Fault in a San Diego could be more dangerous than first thought. That's the finding of a new study by San Diego State researchers. They say the fault may have entered a renewed period of activity.

Program: FOX 5 MORNING NEWS 7-9AM
Airdate: MAY 26, 2010
Time: 7:00 AM
Type: 4 hour news program

A new annual report comes out on the quality of beaches in San Diego County. Matt Johnson previews what's in the report from Pacific Beach.

Program: FOX 5 MORNING NEWS
Airdate: MAY 20, 2010
Time: 7:00 AM
Type: 4 hour news program

What if you don't have a backyard? You can still have a garden. Fox five's Loren Nancarrow found a San Diego company with an unusual approach to gardening.

Program: FOX 5 NEWS AT 6
Airdate: 05/04/10
Time: 6P
Type: 1 hour news program

The 1st ever sailboat to travel around the Americas returns to the U.S. and coasts into San Diego for its first port stop. It's a 13-month journey to study the health of the oceans. 4 crewmembers stopped in 12 countries in North and South America to gather information to better understand the deterioration of the ocean. Scripps Institution of Oceanography in San Diego will help interpret some of the research. The boat will be docked in San Diego for about a week before it heads home to Seattle.

Program: FOX 5 NEWS AT 6
Airdate: 05/19/10
Time: 6P
Type: 1 hour news program

San Diego's only upscale mall is getting a green makeover. Developers released their plans and pictures today. Part of the makeover involves installing new energy efficient light fixtures. There will also be new landscaping, water fountains and the food court will be renovated.

Program: Fox 5 News at Ten
Airdate: 5-18-2010
Time: 10pm
Type: 1 hour news program

Environmentalists take aim at yet another fireworks tradition, this time in La Jolla. The fireworks celebration at La Jolla cove has been a community staple for more than two decades, but environmentalists say it litters the water and causes pollution. We take a look at what's at stake.

Program: Fox 5 News at Ten
Airdate: 5-21-2010
Time: 10pm
Type: 1 hour news program

We take a look at "bike to work day." And let people know about the pit stops, where volunteers will be giving out free food, free drinks, and t-shirts to cyclists en route to work.

Program: FOX 5 NEWS AT 10 WEEKENDS
Airdate: 5/22/2010
Time: 10:02 PM
Type: 1 hour news program

Condo's downtown swayed back and forth as two earthquakes shook San Diego. The first struck at 10:30 this morning southwest of Seeley, a small community near El Centro. It measured in at a magnitude 4.9. The second was an aftershock that hit three minutes later in the same area it measured 4.8.

Program: FOX 5 NEWS AT 10 WEEKENDS
Airdate: 5/22/2010
Time: 10:17 PM
Type: 1 hour news program

A federal probe has been launched to investigate the oil spill that has devastated the Gulf of Mexico. British Petroleum is now preparing to try another technique to stop the flow of crude from the ocean floor.

Program: FOX 5 Morning News
Airdate: 6/11/10
Time: 5:00am
Type: 4 hour news program

A California jobs group wants to repeal global warming restrictions on state businesses until unemployment is "under control." The initiative is infuriating environmental groups. But it has already gathered enough signatures to qualify for the November ballot.

Program: FOX 5 Morning News
Airdate: 6/17/10
Time: 5:00am
Type: 4 hour news program

Stop your engines and leave the car at home. Today is "Dump the Pump Day." Drivers are encouraged to take public transportation to help save money and the environment.

Program: Fox 5 Morning News
Airdate: Thursday, June 17, 2010
Time: 6:00 a.m.
Type: 4 hour news program

Stop your engines and leave the car at home. Today is "Dump the Pump Day" when drivers are encouraged to take public transportation to help save money and the environment. But how practical is it really? Fox 5's Kristina Lee tested it out.

Program: Fox 5 Morning News
Airdate: Wednesday, June 16, 2010
Time: 6:00 a.m.
Type: 4 hour news program

Some young San Diegans are suiting up and preparing to head to the Gulf. They will take part in cleaning up the oil on the coast. The group is made up of 50 recent grads of a program at the Urban League of San Diego.

Program: FOX 5 Morning News
Airdate: June 2, 2010
Time: 7-9am
Type: 4 hour news program

New rules that affect your watering habits are being enforced around San Diego County. Now, you can only water before ten in the morning or after six o'clock... three times a week through October. If you live in an even numbered address, watering days are Monday, Wednesday and Saturday. Odd numbered addresses can water on Tuesday, Thursday and Sunday.

Program: FOX 5 MORNING NEWS
Airdate: June 1, 2010
Time: 7-9am
Type: 4 hour news program

Some of the oil from the spill in the Gulf of Mexico is making its way into the marshes... where cleanup crews are keeping busy. Robot submarines are carrying equipment and cutting small pipes as BP prepares to place a cap-like containment valve over the blown-out oil well.

Program: FOX 5 NEWS AT 6
Airdate: 06/15/10
Time: 6P
Type: 1 hour news program

Single cell plankton called Dinoflagellate, are showing up at our beaches to create the red tide. During the day, the ocean appears to have ice-tea tint that signals red tide. But at night these plankton provide a spectacular light show of flashes of blue light. There has been a surge of these creatures at our beaches, but they are non-toxic.

Program: FOX 5 NEWS AT 6
Airdate: 06/23/10
Time: 6P
Type: 1 hour news program

A fast moving brush fire is burning in Pala near the Indian reservation. It started about 3:30 this afternoon. So far, 75 acres have been burned and is burning on the north side of highway 76 at the base of Palomar Mountain. San Diego is in

the peak of fire season and firefighters are aware that a seemingly under control fire can easily get out of control.

Program: Fox 5 News at Ten
Airdate: 6/16/2010
Time: 10pm
Type: 1 hour news program

Another reason to dump the pump and plug in instead....a new, chargeable Prius. Toyota's new model just got greener by combining a hybrid engine with plug-in battery power. We take a closer look.

Program: Fox 5 News at Ten
Airdate: 6/22/2010
Time: 10pm
Type: 1 hour news program

It's farming on wheels! Some local artists have found an innovative way to recycle abandoned shopping carts. We look at the idea that's now blooming.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/26/10
Time: 10:01
Type: 1 hour news program

Winds helped the blaze burn 250 acres... just a mile from homes. It broke out around 11:30 in an open area just north of Santé Lakes. Firefighters worked from the ground, while three helicopters doused flames from above.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/26/10
Time: 10:00
Type: 1 hour news program

The weather is changing in San Diego and the storms in the gulf have a lot of people concerned tonight. Tropical storm Slex is churning away.... hammering the coastline of Belize.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/26/10
Time: 10:01
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Airdate: 06/26/10
Time: 10:00

Type: 1 hour news program

The weather is changing in San Diego and the storms in the gulf have a lot of people concerned tonight. Tropical storm Slex is churning away.... hammering the coastline of Beliz.

Health

Program: Fox 5 Morning News

Airdate: 4/2/10

Time: 5 a.m.

Type: 4 hour news program

An Escondido bakery plant is one of three in California now being fined for health and safety violations. State regulators fined Bimbo Bakeries more than \$200,000. They say some equipment found in the three plants was missing a safety feature meant to protect employees.

Program: Fox 5 Morning News

Airdate: 4/27/10

Time: 5 a.m.

Type: 4 hour news program

The County Health and Human Services Agency wants to educate parents about immunizations. It's holding a question and answer session tonight. The agency says it will be a chance for parents to ask a panel of medical experts about childhood immunizations and vaccine safety. In the past year, outbreaks of chickenpox and swine flu have raised the rates of vaccines among kids. The forum will be tonight at six in Chula Vista.

Program: Fox 5 Morning News

Airdate: Tuesday, April 27, 2010

Time: 6:00 a.m.

Type: 4 hour news program

Rocker Bret Michaels remains in intensive care after suffering what is reported to be a brain hemorrhage. Fox 5 Dr. Steve has an in depth look at some of the symptoms to look out for.

Program: Fox 5 Morning News

Airdate: Tuesday, March 16, 2010

Time: 6:00 a.m.

Type: 4 hour news program

The County Health and Human Services Agency wants to educate parents about immunizations. It's holding a question and answer session Tuesday night in Chula Vista. The agency says it will be a chance for parents to ask a panel of medical experts about childhood immunizations and vaccine safety.

Program: FOX 5 MORNING NEWS

Airdate: April 6, 2010

Time: 7:00 am

Type: 4 hour news program

Local teams of medical professionals head down to Mexicali to help victims from the Easter Sunday earthquake. Reporter Matt Johnson shows us what is going on at a local ambulance company headquarters.

Program: FOX 5 MORNING NEWS

Airdate: April 7, 2010

Time: 7:00 am

Type: 4 hour news program

The FDA approved a new form of Oxycontin that is tougher to abuse. The new painkiller will still contain a large quantity of oxycodone. It is designed to be released into the blood stream slowly over 24 hours. That means fewer tablets, less often. The pills also have a new coating designed to make the drug harder to crush, dissolve or inject.

Program: FOX 5 NEWS AT 6

Airdate: 04/29/10

Time: 6P

Type: 1 hour news program

Our weekly Anchormom segment tackles childhood obesity. Our anchor and mother of 2 puts on a hair net and serves food at a local high school to give our viewers a look at what schools are serving students.

Program: FOX 5 NEWS AT 6

Airdate: 04/13/10

Time: 6P

Type: 1 hour news program

April in National Autism Awareness Month and we're letting our viewers know about a new class that could boost your child's self esteem through music, no matter what their needs. Our reporter introduces us to a local music teacher, one of her students and shows us the benefits of music therapy and how interested local parents can sign up.

Program: Fox 5 News at Ten

Airdate: 4/7/2010

Time: 10pm

Type: 1 hour news program

The internet has created a new breed of medical professionals. We take a look at what kind of websites people should avoid and where to get real legit medical advice.

Program: Fox 5 News at Ten

Airdate: 4/9/2010

Time: 10pm

Type: 1 hour news program

We are told eating fruits and veggies is beneficial to our health...but a new study reveals they may not help reduce the risk of cancer.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 04/24/2010

Time: 10:13pm

Type: 1 hour news program

Rock star Bret Michaels is still in critical condition tonight, following a brain hemorrhage. The former "poison" frontman and "celebrity apprentice" reality star is reportedly in an undisclosed i-c-u ward and is undergoing extensive tests.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 04/24/2010

Time: 10:16 pm

Type: 1 hour news program

33 San Diegan's went under the knife today for free. Kaiser Permanente doctors provided free surgeries to the uninsured.

Program: Fox 5 Morning News
Airdate: 5/13/10
Time: 5 a.m.
Type: 4 hour news program

Pet owners are being warned to keep a look out for mosquitoes. They could be very dangerous. The L.A. County Health Department says a rare mosquito is making a comeback. They're called the "western tree hole mosquitoes," and they thrive in tree holes that have filled up with water. These mosquitoes usually carry heartworm, which can kill dogs if not treated.

Program: Fox 5 Morning News
Airdate: 5/14/10
Time: 5 a.m.
Type: 4 hour news program

Parole procedures for convicted predators like John Gardner are at the heart of a \$250,000 investigation. Earlier this month, lawmakers approved a probe into the State Department of Mental Health. It was in response to local assemblyman Nathan Fletcher. He called for a review of how the mental health department screens prisoners for parole. As you know, Gardner had completed his parole on a molestation case before he murdered Chelsea King and Amber Dubois.

Program: Fox 5 Morning News
Airdate: Thursday, May 27, 2010
Time: 6:00 a.m.
Type: 4 hour news program

Want to lower your blood pressure? And choking warnings for food? Here's Dr. Steve with more in Thursday's Health Key Report.

Program: Fox 5 Morning News
Airdate: Tuesday, May 18, 2010
Time: 6:00 a.m.
Type: 4 hour news program

Cholesterol lowering drugs may have an extra health benefit and Vitamin E may help people breathe a little easier. Here's Dr. Steve with Tuesday's Health Key Report!

Program: FOX 5 MORNING NEWS. 7-9AM
Airdate: MAY 28, 2010
Time: 7:00 AM
Type: 4 hour news program

Men's Health Magazine now has a list of the least healthy drinks in the country. Number one on their list is the Cold Stone Peanut Butter and Chocolate Milkshake. It contains 68 grams of saturated fat and 153 grams of sugar.

Program: FOX 5 MORNING NEWS. 7-9AM
Airdate: MAY 28, 2010
Time: 7:00AM
Type: 4 hour news program

It's one of the greatest American pastimes.. but football is also one of the most dangerous sports around when it comes to head injuries. Now there's new helmet technology that aims to keep players safe on the field. NFL hall of famer Ron Yary and Daman Ferrara tell us about the latest helmets to protect athletes.

Program: FOX 5 NEWS AT 6
Airdate: 05/04/10
Time: 6P
Type: 1 hour news program

FOX 5's weekly medical contributor explores snoring solutions. He explains to our viewers why people snore, which factors increase the chances of snoring, and health risks or snoring especially if it's with children and teenagers. He also shows us which anti-snoring products on the market work and brings in this contraption made by a San Diego company that helps people breathe better during sleep.

Program: FOX 5 NEWS AT 6
Airdate: 05/04/10
Time: 6P
Type: 1 hour news program

Our reporter attends a healthy cooking class in San Diego to show viewers how and where to learn how to cook healthy without spending a cent. It's a 6-week course in English and Spanish, which is especially helpful for the community in which the class is held.

Program: Fox 5 News at Ten
Airdate: 5-21-2010
Time: 10pm
Type: 1 hour news program

Alfalfa sprouts being recalled across the country, have made several people sick in San Diego. We take a look at what the product is and what people need to do.

Program: Fox 5 News at Ten
Airdate: 5-24-2010
Time: 10pm
Type: 1 hour news program

We all crave a cheap, healthy meal, on the go...but this new fast food, is pretty unique. We take a look at sushi poppers.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 5/22/2010

Time: 10:17 pm

Type: 1 hour news program

The answer to not getting stuck waiting at your doctor's office could be as far as your cell phone. New technology is letting some patients know exactly how late their doctors are running.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 5/22/2010

Time: 10:22 pm

Type: 1 hour news program

Bees are over the county right now, and if you're stung, don't panic. Loren Nancarrow shows us some simple remedies.

Health

Program: FOX 5 Morning News

Airdate: 6/7/10

Time: 5:00am

Type: 4 hour news program

Researchers say they have made a major breakthrough in the fight against skin cancer. Scientists now say they found an experimental drug that significantly improves survival for some people with melanoma. Melanoma is the deadliest form of the skin cancer. The drug reportedly works by helping the immune system fight tumors. The FDA has pledged a quick review.

Program: FOX 5 Morning News

Airdate: 6/14/10

Time: 5:00am

Type: 4 hour news program

Imagine getting a view into your body from the palm of your hand. Doctors at Scripps are now going wireless with a pocket sized ultra sound. It's one of only a dozen currently in use throughout the U.S.

Program: Fox 5 Morning News

Airdate: Tuesday, June 15, 2010

Time: 6:00 a.m.

Type: 4 hour news program

A health scares for Palomar Pomerado Heath Systems patients. Thousands are being urged to get tested after possibly being exposed to hepatitis and HIV.

Program: Fox 5 Morning News

Airdate: Thursday, June 17, 2010

Time: 6:00 a.m.

Type: 4 hour news program

If you're losing the battle of the bulge you may want to consider a new strategy. Dr. Steve has the answer in Thursday's Health Key Report.

Program: FOX 5 Morning News
Airdate: June 25, 2010
Time: 7-9am
Type: 4 hour news program

The FDA knocks down shot down the so called 'female viagra.' Doctor Melinda Silva explains why and when we can expect it to be released to the market.

Program: FOX 5 Morning News
Airdate: June 25, 2010
Time: 7-9am
Type: 4 hour news program

A security breach at a major health insurance company exposes hundreds of thousands of customers to possible identity theft. Juliette Vara reports on what's happening close to home.

Program: FOX 5 NEWS AT 6
Airdate: 06/08/10
Time: 6P
Type: 1 hour news program

California superior court is temporarily blocking thousands of nurses from striking this Thursday. As many as twelve-thousand nurses planed to walk off the job this Thursday for a one day strike, including San Diego nurses. The court ruled the strike would endanger public safety and violates the nurses' contracts.

Program: FOX 5 NEWS AT 6
Airdate: 06/15/10
Time: 6P
Type: 1 hour news program

UCSD anti-viral research center is at the forefront in the fight against H.I.V. It's developed an early detection test to spot the virus weeks before the body can. It's called Nucleic acid testing or NAT for short. Instead of a simple saliva swab, blood is drawn and analyzed. Doctor Sheldon Morris says this test is yet another step closer to managing the virus. The two year study was published this week in the journal annals of internal medicine. At the time, researchers tested around 31 hundred people using the saliva swab procedure, 15 came back with a false negative.

Program: Fox 5 News at Ten
Airdate: 6/15/2010
Time: 10pm
Type: 1 hour news program

Crime

Program: Fox 5 Morning News

Airdate: 4/9/10

Time: 5 a.m.

Type: 4 hour news program

New information shows some serious flaws in the system that was supposed to keep tabs on Chelsea King's accused killer. It shows John Gardner lived 700 yards from Walker Elementary School for two years. That's another clear violation of his parole. The governor has launched an investigation into seven violations by Gardner over the years. He pleaded not guilty to the murder of Chelsea King, and is being investigated in the death of Amber Dubois.

Program: Fox 5 Morning News

Airdate: 4/26/10

Time: 5 a.m.

Type: 4 hour news program

A crackdown on crime on the San Diego trolley appears to be working. New numbers show crime on the trolley dropped in 2009. And a study by San-Dag appears to disprove the idea that the trolley is a hotbed for crime activity. The study found crime levels in neighborhoods with trolley stations were not higher than neighborhoods without a trolley station.

Program: FOX 5 Morning News

Airdate: Tuesday, April 27, 2010

Time: 6:00am

Type: 4 hour news program

Breaking news out of the East County. Investigators are looking for some would-be thieves after a pair of attempted ATM thefts. Around 4:30 a.m. Tuesday, robbers tried to hit a California coast credit union on Jackson Drive in San Carlos. Police say they tried to steal a kiosk in the middle of the parking lot and broke the door. But they didn't get away with any cash. There was also another attempted theft on Jackson Drive in La Mesa, at a Chevron car wash but thieves didn't get away with any money that time either.

Program: FOX 5 Morning News

Airdate: Wednesday, April 21, 2010

Time: 6:00 am

Type: 4 hour news program

He's back and up to his old tricks. The so-called "Geezer Bandit" robs another bank in the San Diego area. This one is number seven. It happened Tuesday at the California Bank and Trust in Vista. Police say the man, who wears glasses and appears to be in his 70's, showed a handgun to tellers and demanded cash. Then just like the other times, the geezer bandit simply vanishes.

Program: FOX 5 Morning News

Airdate: April 6, 2010

Time: 7:00am

Type: 4 hour news program

State assembly members discuss a bill banning sex offenders from using social networking sites. Most social network sites like Twitter and Face book say they already ban predators. Still, many sex predators have found a way to set up false identities.

Program: FOX 5 Morning News

Airdate: April 7, 2010

Time: 7:00 am

Type: 4 hour news program

Police need help finding a bold and physically imposing woman. She's accused of stalking and stealing from senior citizens. Jennifer Musa has more on who police are looking for.

Program: FOX 5 NEWS AT 6

Airdate: 04/29/10

Time: 6P

Type: 1 hour news program

8 thieves in 10 days break into multiple cars in a crime spree in Chula Vista, but they were finally arrested, their loot put on display by police. Our reporter shows us all the stuff they stole and explain to viewers where to go to reclaim items.

Program: FOX 5 NEWS AT 6

Airdate: 04/27/10

Time: 6P

Type: 1 hour news program

Crooks in action, caught on video. We receive really good police handout of surveillance video showing the latest in a string of ATM thefts and attempted thefts across the county, 12 thefts and attempted thefts to be exact. Our reporter shows us the video, the brazen suspects and what they got away with.

Program: Fox 5 News at Ten

Airdate: 4/23/2010

Time: 10pm

Type: 1 hour news program

If a crime happens in your neighborhood you can find out about it. We look at a new text message and e-mail alert system and how people can sign up.

Program: Fox 5 News at Ten

Airdate: 4/26/2010

Time: 10pm

Type: 1 hour news program

With a recent spike in trolley related crimes we take a closer look at how the Metropolitan Transit System has stepped up security measures at trolley stops.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 04/11/2010

Time: 10:06

Type: 1 hour news program

The fight for stricter sex offender laws shifts into high gear as supported ride to Sacramento in a bus. This comes after the rape and murder of 17-year-old Chelsea King.

Program: FOX 5 NEWS AT 10 WEEKENDS

Airdate: 04/11/2010

Time: 10:38

Type: 1 hour news program

A warning if you're traveling to Mexico. Today chilling video was captured by a security camera in Mexico showing more than a dozen armed men on a shooting rampage in broad daylight.

Program: Fox 5 Morning News
Airdate: 5/4/10
Time: 5 a.m.
Type: 4 hour news program

Some mixed news when it comes to crime in San Diego County. The county's regional planning agency says violent and property crime rates in the county are down to the lowest level in 25 years. But robberies, assault, and domestic violence are up. There were 75 homicides in the county last year, down from 90 in 2008. But there were more than 17,000 domestic violence cases reported in 2009, up by five-percent from the year before.

Program: Fox 5 Morning News
Airdate: 5/25/10
Time: 5 a.m.
Type: 4 hour news program

New numbers show serious crime dropped across San Diego County last year. Preliminary statistics from the FBI show violent crime fell nearly two percent, while property related offenses dipped 20 percent compared to 2008. Chula Vista, Escondido and Oceanside also showed drops in the same two crime categories.

Program: FOX 5 Morning News
Airdate: Thursday, May 27, 2010
Time: 6:00am
Type: 4 hour news program

Three people are in the hospital Thursday morning and police are looking for a gunman after a shootout in El Cajon.

Program: FOX 5 Morning News
Airdate: Monday, May 24, 2010
Time: 6:00 am
Type: 4 hour news program

A 25 year old man is shot during what police say was a home invasion robbery. It happened in the 6900 block of Saranac Street late Sunday night.

Program: FOX 5 Morning News
Airdate: May 21, 2010
Time: 7:00am
Type: 4 hour news program

A suspected cock-fighting operation in the North County is out of business after a raid by officers. Animal control officers rounded up more than 500 birds on a ranch in Pauma Valley a day earlier.

Program: FOX 5 Morning News
Airdate: May 21, 2010
Time: 7:00 am
Type: 4 hour news program

A candlelight vigil will be held for a local woman murdered on her 21-st birthday. Last year, Lakiesha Mason died in the Gaslamp Quarter. Yesterday (May 20), police arrested 26-year-old Marlon Johnson.

Program: FOX 5 NEWS AT 6
Airdate: 05/04/10
Time: 6P
Type: 1 hour news program

San Diego Police are searching for a teenager called the "Scarface Slasher." Police say late last night, the suspect knocked on a door in City Heights, a woman answered, then the teenage boy yelled "Scarface" then cut her face. The victim is doing ok. She says it's the second time she has been slashed and believes it has something to do with a love triangle at her teenage daughter's former school.

Program: FOX 5 NEWS AT 6
Airdate: 05/10/10
Time: 6P
Type: 1 hour news program

San Diego police and FBI are looking for a woman who attempted to rob three local banks all within a couple of hours this morning. Surveillance pictures show the suspect dressed in a floppy hat and beach ware...they dubbed her the "Floppy Hat Bandit." FBI says its female bank robbers are unusual, so it's extra strange to find a serial female bank robber. Our reporter called the suspect a Bonnie with Clyde.

Program: Fox 5 News at Ten
Airdate: 5-03-2010
Time: 10pm
Type: 1 hour news program

A new report is out on San Diego County crime. We take a look at the new statistics what has decreased, what's on the rise and why.

Program: Fox 5 News at Ten
Airdate: 5-19-2010
Time: 10pm
Type: 1 hour news program

Bank robberies are on the rise in San Diego County. There have been more than 50...this year alone. We went looking for answers as to why the sudden spike.

Program: FOX 5 NEWS AT 10 WEEKENDS
Airdate: 5/29/2010
Time: 10:30 p.m.
Type: 1 hour news program

A bizarre double murder case in Southern California. A man allegedly murders his neighbor, then steals his victim's cell phone, text messages one of the victim's friends to come over, then murder's him as well.

Program: FOX 5 NEWS AT 10 WEEKENDS
Airdate: 5/29/2010
Time: 10:33 p.m.
Type: 1 hour news program

A California man killed a bear cub then disposed of the carcass in a ditch. The suspect is facing three relative minor misdemeanor charges from the state department of fish and game. But the sheriff's department is also getting involved and the charges could become more serious as the investigation unfolds.

Program: FOX 5 Morning News
Airdate: 6/4/10
Time: 5:00am
Type: 4 hour news program

The border may not be as dangerous as many people think. New data shows border patrol agents are facing far less violence than the nation's police officers. Last year, violent attacks at the border dropped for the first time in seven years. Officials also say the top four big cities with lowest violent crime rates are all in Border States.

Program: FOX 5 Morning News
Airdate: 6/15/10
Time: 5:00 am
Type: 4 hour news program

Pacific Beach residents are addressing new concerns about rising crime rates in the area. A recent study shows there are about 600 DUI arrests in P.B. each year. The organization behind the study says there are about 64 businesses with liquor licenses along Garnet Ave. alone and some residents say the bars are to blame.

Program: FOX 5 Morning News
Airdate: Thursday, June 17, 2010
Time: 6:00am
Type: 4 hour news program

A 14-year-old father is behind bars accused of stabbing the 13-year-old mother of his child. Police arrested the teenager at an apartment complex in National City Wednesday.

Program: FOX 5 Morning News
Airdate: Thursday, June 17, 2010
Time: 6:00 am
Type: 4 hour news program

A jealous rage causes a man to allegedly shoot and kill his ex-girlfriend's new boyfriend. And police are forced to retaliate, killing the shooter. The incident happened Wednesday in City Heights.

Program: FOX 5 Morning News
Airdate: June 22, 2010
Time: 7:00am
Type: 4 hour news program

At least 30 people are being accused of having something to do with what's being called one of the most organized counterfeiting operations in San Diego history. Erica Fox reports on "operation blue ray."

Program: FOX 5 Morning News
Airdate: June 23, 2010
Time: 7:00 am
Type: 4 hour news program

Escondido police are looking for a man who exposed himself to a group of girls. Authorities say the unidentified man assaulted his first victim near the Escondido sports complex.

Program: FOX 5 NEWS AT 6
Airdate: 06/02/10
Time: 6P
Type: 1 hour news program

"Hotel Indigo" is sharing its read lime lobby surveillance video with San Diego police, who can then watch it from their cop cars. Police say the program encourages more effective police patrolling and criminal apprehension. Police say they will only use the video after the hotel authorizes it. Police may possibly expand the program to businesses and housing complexes expressing interest in the joint surveillance system.

Program: FOX 5 NEWS AT 6
Airdate: 06/15/10
Time: 6P
Type: 1 hour news program

The murders of Amber Dubois and Chelsea King by a convicted sex offender rocked so many emotions. Now some San Diegans like Bonnie Russell worry sex offenders aren't being tracked close enough. Today she presented a case to the county board of supervisors asking for better GPS tracking. Bonnie claims the county is ill-equipped with an inadequate GPS system for criminals. Lisa

Southwell, director of probation begs to differ. They choose a new GPS system that actively tracks someone on probation within only one minute of their moves and is monitored 24 hours a day. Lisa says sex offenders on parole are tracked with a similar system too.

Program: Fox 5 News at Ten
Airdate: 6/18/2010
Time: 10pm
Type: 1 hour news program

We've had several deadly accidents involving underage kids drinking and driving. We look at how law enforcement is cracking down on teen drinking and parties.

Program: Fox 5 News at Ten
Airdate: 6/21/2010
Time: 10pm
Type: 1 hour news program

It's being called one of the most organized counterfeiting operations in San Diego history. We look at how a major ring got busted up. And, how businesses can detect fake money.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/12/10
Time: 10:14
Type: 1 hour news program

A \$2 million dollar reward on the line for information leading to the arrest of a suspected drug trafficker. 36-year-old Edgar Valdez-Villarreal is accused of trafficking thousands of pounds of cocaine from Mexico into the U.S. between 2004 and 2006.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/12/10
Time: 10:13
Type: 1 hour news program

A 16-month old hostage is safe in Sacramento tonight... after a 55-hour standoff ends in bloodshed. The man holding the baby hostage... was shot dead, and a local hero is credited with saving a tiny life.

Business/Economics

Program: Fox 5 Morning News

Airdate: 4/7/10

Time: 5 a.m.

Type: 4 hour news program

It looks like golf is big business for San Diego County's economy. A new study released Tuesday found the sport brought in \$3.7 billion last year. The industry is also responsible for bringing in almost 27,000 jobs to the region. San Diego County is home to over 90 golf courses, and several major golf equipment and apparel manufacturers.

Program: Fox 5 Morning News

Airdate: 4/21/10

Time: 5 a.m.

Type: 4 hour news program

The number of troubled homeowners in San Diego County is dropping. According to MDA Data Quick, the number of homes leaning towards foreclosure saw a 40% drop in the first quarter of 2010 compared to last year. Statewide, the number of default notices also dropped by about 40-percent during the same time frame. Analysts say the drop off could be due to a combination of shifting market conditions and changing banking policies.

Program: Fox 5 Morning News

Airdate: Tuesday, April 27, 2010

Time: 6:00 a.m.

Type: 4 hour news program

Democrats are expected to try again Tuesday to get debate rolling on a financial overhaul bill. Joining us this Tuesday morning is our Fox 5 Financial Guru Ray Lucia to give us the 101 on financial reform.

Program: Fox 5 Morning News

Airdate: Wednesday, April 21, 2010

Time: 6:00 a.m.

Type: 4 hour news program

School administrators are in the crosshairs Wednesday morning, of a new money-saving plan approved by the San Diego Unified District. The board approved a reorganization plan Tuesday that will save about \$2 million.

Program: Fox 5 Morning News 7-9am

Airdate: April 6, 2010

Time: 8:00am

Type: 4 hour news program

A land deal to expand the convention center could keep Comic-Con here in San Diego. The city hopes it will also lure other profitable events to the city. San Diego Mayor Jerry Sanders joins us in the studio to discuss the plans that are in the works.

Program: Fox 5 Morning News

Airdate: April 8, 2010

Time: 8:00 am

Type: 4 hour news program

Local Congresswoman Susan Davis joins us in the studio to talk about the new Health Care plan and how it could affect businesses. We also talk about tax credits that will be available to small businesses.

Program: FOX 5 NEWS AT 6

Airdate: 04/28/10

Time: 6P

Type: 1 hour news program

Baseball is America's favorite past time, but in this economy, it's quickly striking out with fans. Kids in San Diego and across the country, especially in the inner city, just aren't playing baseball anymore. Their parents can't afford to buy the equipment or sign up for little league. The situation is so dire that certain San Diego schools are losing sports funding and could cut baseball altogether from its athletic program.

Program: FOX 5 NEWS AT 6

Airdate: 04/26/10

Time: 6P

Type: 1 hour news program

Comic-con draws hundreds of thousands of people to San Diego each year and along with the crowds, comes the extra cash. But the convention has expanded so big that it needs a bigger convention center than San Diego has. Other cities have made offers, while San Diego city officials agree on a plan to expand the convention center, a move to try to keep the event in town, but at a big cost. So is it worth it? Our reporter breaks down just how much money it could cost taxpayers to keep Comic-con in town and explains why some San Diegans say it's just not worth it.

Program: Fox 5 News at Ten

Airdate: 4/20/2010

Time: 10pm

Type: 1 hour news program

A new whale is swimming in our local waters and its bringing with it big business to restaurants and stores next to the water. We take a look at the impact

Program: Fox 5 News at Ten

Airdate: 4/29/2010

Time: 10pm

Type: 1 hour news program

San Diego has become a hub for Hispanic entrepreneurs. We look at how it's contributing to the local economy.

Program: Fox 5 news at 10 Weekends

Airdate: 04/17/2010

Time: 10:12 pm

Type: 1 hour news program

Regulators were busy shutting down failed banks around the nation. It happened to two banks here in California. The federal deposit insurance corporation took over innovative bank in Oakland and Riverside national bank in Fort Pierce.

Program: Fox 5 News at 10 Weekends

Airdate: 04/17/2010

Time: 10:13 pm

Type: 1 hour news program

A money and energy saving program kicks off on earth day, this Thursday. Californians can get \$200.00 rebates on energy efficient refrigerators, \$100.00 rebates on washers, and \$50.00 rebates on air conditioners.

Program: Fox 5 Morning News

Airdate: 5/10/10

Time: 5 a.m.

Type: 4 hour news program

San Diego County is number one in the nation for rising home prices. That's according to a report released today by zillow.com. The company says San Diego's home values jumped 3.7 percent since March of last year, when they were at their lowest point. The median home price in the county is now hovering around \$365,000.

Program: Fox 5 Morning News

Airdate: 5/21/10

Time: 5 a.m.

Type: 4 hour news program

It's become more popular in a rough economy. Women are selling their eggs, and men are selling their sperm. And it's all legal. But under the "National Organ Transplant Act," it is illegal to buy or sell organs like your kidney, or part of your liver. It's also illegal to sell your corneas or your urine.

Program: Fox 5 Morning News

Airdate: Tuesday, May 18, 2010

Time: 6:00 a.m.

Type: 4 hour news program

A failed economy in Greece is affecting the retirement age for some in that country. Could that happen here in the U.S.? And how is the San Diego housing market doing? Our Fox 5 Financial Analyst Ray Lucia joins us this morning with some insight.

Program: Fox 5 Morning News

Airdate: Friday, May 28, 2010

Time: 6:00 a.m.

Type: 4 hour news program

A little relief for local crews as peak fire season approaches. Thursday night, the San Miguel fire board decided not to lay off and demote firefighters. Nine firefighter paramedic jobs were on the chopping block. Protestors came out to show their support for local crews but the fire chief says it's just a sign of the times.

Program: Fox 5 Morning News
Airdate: May 21, 2010
Time: 7:00 AM
Type: 4 hour news program

The San Diego Better Business Bureau is warning people about a handful of F grade companies, after receiving a high number of complaints from victims. The CEO of the Better Business Bureau explains how you can protect yourself.

Program: Fox 5 Morning News
Airdate: May 25, 2010
Time: 7:00 am
Type: 4 hour news program

In the early hours of trading on Wall Street, the Dow Jones plummeted about 250 points. Kaushal Patel explains how foreign markets affect trading in New York.

Program: FOX 5 NEWS AT 6
Airdate: 05/13/10
Time: 6P
Type: 1 hour news program

A local company called "You Walk Away" helps people walk away from their homes. The catch is those people CAN afford to pay their mortgage, they just don't want to anymore because they're tired of the weight of a crushing mortgage. A company spokesperson tells us why more San Diegans are choosing this option, how it works and how it affects a person's credit score. Our reporter also talks to a former homeowner who used the service.

Program: FOX 5 NEWS AT 6
Airdate: 05/18/10
Time: 6P
Type: 1 hour news program

School buses for students are cut completely in the Poway Unified School District. Despite parent protests and pleas from bus drivers, the district cut the service saying it simply can't afford to offer it anymore. The cuts start next year and affect about 10% of the district's students.

Program: Fox 5 News at Ten
Airdate: 5-13-2010
Time: 10pm
Type: 1 hour news program

For the past couple of years we've seen a record number of foreclosures. But now people who can afford to pay their mortgage, are choosing to walk away instead...with the help of a local company. We take a look at why people are doing it.

Program: Fox 5 News at Ten
Airdate: 5-14-2010
Time: 10pm
Type: 1 hour news program

A bad report card for San Diego businesses. The Better Business Bureau says nearly 3-thousand companies are failing consumers...we explain why this is happening.

Program: Fox 5 news at 10 Weekends
Airdate: 5/29/2010
Time: 10:23 pm
Type: 1 hour news program

The new Catalina Island. A look at what's new on the island off the California coast, and what businesses there are doing to attract visitors.

Program: Fox 5 News at 10 Weekends
Airdate: 5/15/2010
Time: 10:16 pm
Type: 1 hour news program

A warning for anyone that buys or sells stuff on the internet. Crooks are targeting people on eBay and getting their money.

Program: Fox 5 Morning News
Airdate: 6/18/10
Time: 5:00am
Type: 4 hour news program

Like the rest of San Diego, Pacific Beach was hit hard by the recession. But it looks like the tide may finally be turning. One sign the economy is improving is that new businesses are popping up. Recently, stores ranging from a small boutique to a large retail chain have opened shop in P.B.

Program: Fox 5 Morning News
Airdate: 6/22/10
Time: 5:00am
Type: 4 hour news program

Running a successful business in this economy isn't very easy. But John Haedrich seems to have things all figured out. He owns Tip Top Meats in Carlsbad, and says business is up almost a million dollars since 2008. Haedrich's secret to success is to use affordable quality materials.

Program: Fox 5 Morning News
Airdate: Tuesday, June 15, 2010
Time: 6 a.m.
Type: 4 hour news program

We are talking about your 401K's Tuesday morning. Are you thinking about borrowing again? Here to explain what will happen and if it's a good idea is our Fox 5 Financial Analyst Ray Lucia.

Program: Fox 5 Morning News
Airdate: Tuesday, June 8, 2010
Time: 6 a.m.
Type: 4 hour news program

It's never too early or too late to start thinking about your retirement. Fox 5 Financial Expert Ray Lucia is here now with the details.

Program: Fox 5 Morning News
Airdate: June 25, 2010
Time: 7-9am
Type: 4 hour news program

According to new figures Comic-Con brings in an economic bonanza of nearly 163 million dollars. The San Diego Convention Center Corporation released the figures yesterday. It's almost four times more than earlier estimates for what the convention brings to the city.

Program: Fox 5 Morning News
Airdate: June 25, 2010
Time: 7-9AM
Type: 4 hour news program

The new I-phone four is flying off store shelves but there's concern this morning over its design. New owners say covering the bottom left edge of the phone with your palm can seriously hurt the phone's network performance.

Program: FOX 5 NEWS AT 6
Airdate: 06/16/10
Time: 6P
Type: 1 hour news program

After a more than decade long effort, a new central library downtown is closer to becoming a reality. A council committee voted unanimously today to push the project to the full city council. The nine story library would be located at Park Boulevard and J Street in the East Village. The project is expected to cost around 185-million dollars. The council will take up the issue at a meeting at the end of the month. If approved, construction could start on August first.

Program: FOX 5 NEWS AT 6
Airdate: 06/18/10
Time: 6P
Type: 4 hour news program

A Hillcrest property that went un-used for more than a quarter century is now being leased. Owner of the parking lot, George Pernicano did not want to sell

the land due to vandalism but now the community is excited to redevelop the property and bring back some of the excitement that used to be associated with the property.

Program: Fox 5 News at Ten
Airdate: 6/18/2010
Time: 10pm
Type: 1 hour news program

A Hillcrest property that's been left unused for more than a quarter century.... gets a new lease on life. We look at why something as boring as a parking lot has Hillcrest business owners so revved up.

Program: Fox 5 News at Ten
Airdate: 6/24/2010
Time: 10pm
Type: 1 hour news program

City projects stirring up controversy with their multi-million dollar price tags....during a time of budget cuts, can we afford these big budget projects? We take a closer look.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/05/10
Time: 10:00:00
Type: 1 hour news program

When will the oil stop gushing into the Gulf of Mexico? Some experts are saying it could flow until Christmas! And the toll it's taking on industry and wildlife is heartbreaking.

Program: FOX 5 NEWS AT 10 WEEKEND
Airdate: 06/05/10
Time: 10:13
Type: 1 hour news program

City heights gets a face lift! The 500-th makeover is all thanks to several local organizations including the San Diego redevelopment agency.

MAKING IT! Minority Success Stories

FCC REPORT

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 4, 2010

Length:

24:00

488RR – STRAIGHT FROM THE STREETS

Johnel Langerston (323-276-5060) overcame dire circumstances to reach extraordinary heights. He went from being an illiterate drug dealer and convict to owning his multi-million dollar business, **PHATEFX**. Johnel grew up in a poor family in Oakland, California with a father in prison and a mother who abused drugs. He began attending school when he was in the sixth grade and did not know how to read. He did earn a track scholarship to college, however, but that was taken away when an injury ended his athletic career. Johnel then began selling narcotics and was arrested in 1987. After serving his ten-year sentence, he began working for his friend in a marketing company.

Johnel later decided that he wanted to start his own business. He found an office space in Los Angeles and Phatefx was born. But running a business with little money was initially difficult. Johnel found himself working long hours because he was not able to sufficiently pay his employees. However, his dedication to quality, efficiency and low prices would help him secure many of his clients. Johnel also demonstrated strong commitment to his work and made every effort to fulfill his obligations to his customers. Today, Phatefx is a giant in the hip-hop community that offers services in design, print, CD manufacturing, Electronic Press Kits (EPK), and urban marketing, among others. Some of his famous clients include singers Beyonce and Mariah Carey, and rapper Nas.

In *Secrets of Success*, **Jack Canfield** (www.thesuccessprinciple.com), author of *Success Principles* talks about how to keep focused by setting goals.

The In Studio Guest is **Dr. Tom Bay** (562-938-7055), author of *Change Your Attitude*.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 11, 2010

Length:

24:00

493RR – FINE TUNING FOR CUSTOMER SERVICE

Phenoyd Ezra (818-901-1521) was ten years old when he developed a fascination for the art of restoring pianos. At age 13, he followed his passion by working in the family's refurbishing business. There, he learned a great deal about time-efficient techniques but wanted to shift the focus to better customer service. This led him to open his own finishing company, **CLASSIC WOODS BY PHENOYD** in Van Nuys, California. However, he had to face rejection from many banks before finally getting financed. He endured another hardship when a tragic fire destroyed many of his customers' valuable pianos. Amazingly, Phenoyd was able to continue growing his company despite these losses. Because he was fully insured he was able to pay everyone for the full value of their pianos. He remains committed to craftsmanship and this helps him attract customers from as far away as Seattle and Utah. Classic Woods by Phenoyd is expected to gross over \$400,000 in 2005.

Jake Yu and **David Choi** (www.globalpronex.com) were looking to start a business in an industry that traditionally lacked customer satisfaction. Jake was a business owner and David was an experienced professor at a university. They hoped that their combined expertise would enable them to serve their clients better than the businesses currently servicing them. They began their venture into the teller machines business when a friend introduced them to **GLOBAL PRONEX, INC.** However, they soon learned that financing the business was not easy. The additional ATM machines were costly to obtain and they had to keep them filled with cash. Their solution came in the way of Angel Investors and bank loans. Nonetheless, Jake and David maintain their business model by going the extra mile for their customers. They also monitor their machines online so they can quickly respond to problems. As a result, Jake and David have built a solid customer base through referrals. They are currently negotiating with a bank to further finance business growth.

In *Secrets of Success*, **Duane Knapp** (dknapp@brandstrategy.com) of Brand Strategy, Inc. talks about four ways to enhance customer service and increase your business.

The studio guest is speaker and business consultant **Dr. Marissa Pei** (562-596-9053).

MAKING IT! Minority Success Stories

FCC REPORT

Air Date

April 18, 2010

Length:

24:00

498RR – BY WOMEN FOR WOMEN

Nicole Sainz (www.mynicolita.com) wanted to purchase a pair of pants from a department store. When she found out it was too expensive, she decided to make them instead. As a result of this incident, Nicole discovered she had a talent for designing. Soon she was making handbags and apparel and selling them on USC campus. There was such a strong demand for her products, in fact, that she was convinced it would be a feasible idea to turn it into a full-time venture. She created **NICOLITA**, a high-end swimsuit business created around a fictional character that goes on romantic escapades. Four years after its inception, Nicole's company reached \$150,000 in sales. However, Nicole's path as an entrepreneur was not always smooth. In the early days of the business, she unknowingly worked with contractors that delivered inferior products. However, she did not let this deter her from her path. She persisted and eventually obtained a business deal with a West Coast buyer from Nordstrom, which greatly increased her distribution. In the next five years, Nicole hopes to tap into the global market and establish a boutique especially for Nicolita.

Wendi Williams-Stern (www.bathqol.com) was an R&B singer in the 1990s. When her entertainment career slowed down, she redirected her energy to starting a business. She created **BAT(H)QOL**, which means "heavenly voice," and began designing handbags. After enjoying a great deal of success, she diversified her product line to include T-shirts. Wendi's business became profitable due to her celebrity connection, which enabled her to sell her products to the Hollywood circle. As a result, Bat(h)qol products are often publicized in major fashion magazines. Wendi also receives support from her husband, who is in charge of marketing for Bat(h)qol. The couple is currently working together to create entirely new T-shirt and handbag lines for the upcoming season.

In *Secrets of Success*, **Bonni Montevecchi** (866-672-6664) of The Celebration Station gives tips on how to increase profitability by being creative.

The studio guest is **Nora Lee** (www.themomfactor.com), author of *The Mom Factor*. She talks about the importance of marketing to mothers, who have the most purchasing power in the family.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date

April 25, 2010

Length:

24:00

508RR – FINE CARS AND FINE CIGARS

Twin brothers **Hussein and Hassan Iddrissu** moved from Ghana to the United States at age 10. They enjoyed a privileged upbringing, eventually making their way into corporate America. Friends often commented on their fine cars, inspiring the brothers to found **ROADSTARR IMPORT**, a customization company for exotic luxury import cars. Upon developing a business plan, Hassan requested a \$100,000 SBA loan, which was rejected. The rejection only motivated the brothers, who consequently financed the company from family support and from their personal earnings from their corporate jobs. Hussein works diligently to promote the company, attracting wealthy rappers and basketball players. The brothers hope to expand their company in Moscow, which is home to the world's largest population of billionaires.

Victor Migenes, Jr. inherited **LA PLATA CIGAR CO.** from his father, Victor Migenes, Sr., who grew up in the tobacco fields of Puerto Rico. Given the choice of maintaining the company or selling it, Victor Jr. continued the tradition that his father founded in 1947. He struggles to increase the company's profit margin because of the high tobacco taxes in California, but he keeps the company because of his love of cigars. In 2003, he relocated to the 2nd Street Cigar Art Gallery, a unique venue that combines a traditional cigar lounge with an art gallery.

In *Secrets of Success*, **Pam Adams** (949-756-0353 x235) of *A.G. Edwards and Sons, Inc.* is a financial planner who encourages small business owners to invest in themselves, especially in the form of real estate.

Studio Guest **Kwame Granderson** (www.equityispower.com) of *Equinaire* discusses the power of equity to leverage into other assets.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

May 2, 2010

Length:

24:00

523RR – BUILDING A BIGGER BUSINESS WITH QUALITY PEOPLE

MILES-MCCLELLAN CONSTRUCTION AND DEVELOPMENT

As a child, **Lonnie Miles** always had a passion for construction. This childhood passion followed him through college where he received his graduate degree in Civil Engineering and pursued a career in construction. When his second job a five years wanted to relocate him, Lonnie decided to start his own business, **Miles-McCellan Construction and Development** with business partner, **Terry McClellan**. Their dual business savvy paid off when Lonnie was introduced to Tony Piazza, Assistant Vice President of HR & Administration at American Honda Motor Co., Inc. Piazza and his associates suggested Lonnie bid on a contract to build a distribution facility in Columbus. This Request for Proposal drafted a \$25 million project and led to Lonnie building a Honda Aircraft facility in the form of a \$70 million contract. Lonnie Miles' ability to build facilities and solid business relationships also gives **Miles-McCellan Construction and Development** the fuel it needs to thrive.

HONDA DIVERSITY

As a Diversity Consultant to American Honda Motor, **Dr. Tyrone Baines** helps ensure the company has a broad range of skilled contract employees throughout the minority community. This business agenda will set sail as Honda builds its next headquarters in Greensborough, North Carolina. The venture is projected to provide 300+ jobs to the public. With that commitment, the City of Greensboro gave Honda a financial incentive of \$600,000 which will be paid off over a three-year time span. American Honda feels that this project is a model for other large corporations as an example of providing maximum exposure and opportunities to minority entrepreneurs.

SECRETS OF SUCCESS

Bonique Edwards of **Kaleidoscope Consulting Group** (www.kconsultinggroup.com) advises viewers on creating a personalized email account to benefit their business.

STUDIO GUEST

Manager of Corporate Procurement for American Honda Motor Company, **Charles Harmon**, provides an inside look at Honda's diversity initiatives and how smaller companies can tap in on the action.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

May 9, 2010

Length:

24:00

476RR – GOOD LOOKS, GOOD BUSINESS

ELGIN CHARLES SALON

Elgin Charles (310-858-8533) has always dreamed of being a hairstylist. He had a job with Smith Barney, but realized that the job wasn't offering him any opportunity to move forward in the company so he quit. Elgin found that his prior experience in the business world would come in handy for him to eventually open his own salon. Elgin came upon a client who offered him some good fortune. Singer Natalie Cole became friends with Elgin through the business, and she offered to loan him \$10,000 to get the Elgin Charles Salon started. The salon currently operates with an average of 16 employees, with Elgin as the lead stylist. His salon is one of the only African-American owned and focused salons in the city. Along with the salon, Elgin currently offers his own line of hair care products for all types of hair which he sells at the salon and hopes to offer them elsewhere in the future.

THE ALMA GROUP, INC. / BESAME COSMETICS

When The Alma Group, Inc. first began operations as a business, their focus was on packaging and graphic arts for major corporations and non-profit organizations. Initially, they designed items such as pamphlets, flyers posters, invitation packages and websites. Five years ago the company ventured into designing high-end cosmetics with detailed packaging for items such as lipstick and blush. The cosmetics aspect of the company, Besame Cosmetics, have only been on the shelf as of early September and sales are picking up rapidly. Cosmetics are a major focus and a passion for owner/creator Gabriella Hernandez (818-246-1388). She started designing floral boxes and cases that resemble those of the 1940's. Gabriella's husband Fergus has been working part time in the business since the beginning. The business currently employs three other people and is seeing six-figure numbers.

In ***Secrets of Success***, motivational speaker Jodi Walker says it's important for employees of all businesses to feel a certain way.

Studio Guest Unitra Sobers, coordinator of models and owner of "Art In U."

MAKING IT! Minority Success Stories

FCC REPORT

Air Date

May 16, 2010

Length:

24:00

478RR – ENTERTAINMENT ENTERPRISES

ALBERT TORRES PRODUCTIONS

Promoter and salsa dancer Albert Torres lives and breathes Latin entertainment. Albert has had his battles with drugs and gambling, but now puts all his focus on dance. He actually started Albert Torres Productions (www.alberttorresevents.com) in 1991, but business did not take off until he was in the movies and also danced on the Academy Awards. By 1996 Albert's business really had began to turn the corner. Albert is a busy man. His tasks include: promotion of the local clubs, providing dancers and bands for corporate parties, managing individual dancers and bands, producing CDs, Latin dance congresses which have grown to an international level, and "Baile de los Ninos" which is a program to teach kids to play musical instruments. On the average throughout the year there are three employees. Albert's wife Maya helped Albert grow the business and get it out of their house and into an office space. They have been in their office for 11/2 years. Albert also sells merchandise on his website. Gross sales for 2003 were \$674,000.

LATHAN SIMMONS MEDIA GROUP

Lathan Simmons Media Group (www.simmonslathan.com), named after two of the co-owners Russell Simmons and Stan Lathan, was established to enhance the level of exposure given to minority filmmakers. Their belief is that minority directors are frequently overlooked and have a more difficult time finding work than producers and actors. Will Griffin is the co-owner of the media group and assisted with its establishment. Will knew that he had a talent for strategizing, so he acted on it and found himself working alongside some of the biggest names in entertainment. Will made many relationships at the beginning of his career, including Simmons and Lathan. Through Will's ties with these men he was capable of convincing them to start the company. They want to add additional channels to already established networks, such as HBO. The media group is fairly new and has recently signed on its first director. They also have distributed home videos as well as network sitcoms and other forms of media.

In *Secrets of Success*, Anthony Mora (www.anthonymora.com), CEO of Anthony Mora Communications talks about the importance of writing a press release.

Studio Guest is intuitive coach and wealth builder, Monique Guild (www.moniqueguild.com).

MAKING IT! Minority Success Stories

FCC REPORT

Air Date

May 23, 2010

Length:

24:00

481RR – SMART BUSINESS

NATEL ENGINEERING

Natel Engineering (www.natelengr.com) has been a microelectronics manufacturing leader for more than 25 years, growing in size as well as experience. Their services include: design of substrate and packages, thick film processing, automatic assembly for medium to high volumes, package seals of all types, including automatic linear weld, ribbon and wire bonding, flip-chip and tab interconnects, automatic SMT assembly. Sudesh Arora was working for MW International when the owners decided to shut it down in 1971. He and the President of the company went to the owners and said that they would buy the company from them. In 1981 Sudesh's partner wanted to retire, so Sudesh bought him out with what little money he had. It was 5 years into the business when they started manufacturing microelectronics. Sudesh has been able to grow Natel through streamlined manufacturing of microelectronics and acquisitions of other companies. Sudesh said that the acquisitions were actually chance opportunities. Today the main facility is in Chatsworth with a second building next door, and an additional location in Simi Valley. Most of Natel's employees have been with the company 20 years plus. "They know what I think before I even say it. They have a pretty good grasp on what needs to be done."

GLAACC

The Greater Los Angeles African American Chamber of Commerce (GLAAACC) (www.glaaacc.org) was established in 1991 by a group of business owners and executives led by Gene Hale, President of G&C Equipment Corp. and Homer Broome, President of Marvid Associates. Their vision was to create an organization that would serve as an advocate for African American-owned business enterprises and to promote their growth and expansion into the international arena. GLAAACC sponsors fundraisers, awards dinners, and forums regularly. At these events our members are afforded the opportunity to meet, exchange business cards and have dialog and develop relationships with potential customers. In keeping with their mission, the Chamber has been active in its advocacy and support of African American business enterprise by providing a variety of programs and services to assist in their growth and development. The Chamber's immediate goal is to increase African American participation in the multi-billion dollar Los Angeles County business arena. GLAAACC offers many programs and services that support and encourage the African American community and will continue to do so.

In ***Secrets of Success*** CEO of Chicken Soup for the Soul Enterprises and author of "The Success Principles" Jack Canfield talks about excuses for your life.

The **Studio Guest** is American Honda Motor, Inc.'s Manager of Corporate Services, Charles Franklin II.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date

May 30, 2010

Length:

24:00

524RR – THRIVING IN TECHNOLOGY CONSULTING

Kelly Ireland and **Debra Torturo** often felt a void when working for other companies because it provided them with minimal control over their economic and professional growth. They decided to establish **Carrillo Business Technologies, Inc.**, which specializes in Information Technology. The customer based business sales software and hardware was a big hit with corporate clients. With solid business principles, they anticipated their company would thrive in ways other businesses did not. Boeing took notice of their business philosophies and became one of their clients. **Carrillo Business Technologies, Inc** revenue now peaks between \$50 and \$55 million and looks to expand its portfolio by tapping into the federal business industry.

U.S Navy Reserve Veteran **Thom Kroon** provides strategic solutions and solid expertise to his aerospace company, **Damar**. With a strong background in national security and defense technologies, the company, which was founded in 1973, drafted Boeing as their Tier One supplier. As a result, **Damar** has nearly quadrupled its employee size. Thom's leadership skills and versatile knowledge will allow the company to thrive for years to come.

Secrets of Success

Valerie DeLa Garza, (Marketing & Public Relations President of **DeLa GARZA PR**) guides viewers from the "do-it-yourself marketing" to greater teamwork by giving innovative tips to those seeking professional guidance.

Studio Guest

Joan Robinson-Berry (Director of Supplier Diversity for Integrated Defense Systems of **Boeing**) expounds on the business ventures that have allowed Boeing to excel.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

June 6, 2010

Length:

24:00

479RR – DEVELOPMENT SUCCESS- SEMPRA DEDICATED

TECHCOLOR GRAPHICS, INC.

Techcolor Graphics, Inc. (www.techcolor.com) is a full service printing company. They have a full service preparation department, full service press department, compete in-house bindery, and a full service shipping department. Semptra is one of Techcolor's major accounts. Richard Garavito's company prints the inserts that are included with each gas bill. Richard started the business by mortgaging his house, used a little bit of savings and relied on relationships with customers to get the business up and running. "I am a visionary," he says "I can foresee what to expect next in the industry." He says that he has grown the business to what the \$6 million company is today by the productivity of his personnel. Richard shares both his visions and his wealth with his staff. Richard recently purchased the building he is in. The company has a projected growth for 10 million in the next 3 years.

CC OPS.

Making It! first profiled CC OPS (www.ccops.com) in 2001. Today the company continues to offer the same services, which include networking and communications, computer consulting, cabling, IP telephony and telecommunications, plant design and implementation. Owner Mary Ann Mitchell experienced hard times after the dot.com bust of 2001 and had to layoff half of her staff. Since then business has picked up and Mary Ann now has locations in Tucson, Arizona, Washington D.C., San Diego, and Los Angeles. CC OPS is doing 50% higher revenue than before the dot.com bust. Mary Ann is currently working on a youth entrepreneur program, where she takes 150 young people between the ages of 11-18, all from underprivileged communities and places them for six weeks in a Microsoft co-sponsored program. Each participant gets a computer and software. Seven of the participants are awarded internships and earn \$7 an hour at working CC OPS.

In ***Secrets of Success***, author "The Success Principles" and motivational speaker Jack Canfield (www.thesuccessprinciples.com) of Chicken Soup for the Soul Enterprises talks about how to ask for and respond to feedback.

Studio Guest is Hal Snyder, Vice President of Gas Distribution at Semptra Energy (www.semprautilities.com).

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

June 13, 2010

Length:

24:00

480RR – COMPETING WITH THE BIG DOGS - "BEST OF"

LULU'S DESSERTS

Maria de Lourdes Sobrina, also known as "Lulu" of Lulu's Desserts (www.lulusdessert.com) quickly acted out her dream of living in the U.S. when she moved to L.A., expanding her Mexican travel and convention company. Unfortunately, that business failed and Lulu was left with almost nothing. At 30 years of age, Lulu decided with only a few dollars in saving, to begin making and selling ready-to-eat gelatin. Today, Lulu's company is grossing \$11 million and has one hundred employees. Lulu's is now introducing new products such as soy-based desserts, desserts for vegetarians, and a new creamy, rich flan.

DADA FOOTWEAR

Lavetta Willis went to law school to become a sports agent. However, an interview for any internship changed her life. She was told that women often encounter many difficulties breaking into the sports industry, and she should explore athletic apparel. She was shocked and reluctant to give up her dream. But a few days later, she began remembering her days playing basketball at Notre Dame, and not being happy with the uniforms. She thought they were designed for men only. That's when she decided that maybe the advice that made her angry, was not such a bad idea after all. That was the beginning of Lavetta's designing career, which eventually landed her as the co-owner and President of LL International Shoe Company (Dada Footwear) (www.dadafootwear.com). Known for its "fashionable" tennis shoes, Dada's products can be found nationwide at Footlocker, Lady Footlocker, and Foot Action.

In ***Secrets of Success***, author of "The Success Principles" and CEO of Chicken Soup for the Soul Enterprises (www.thesuccessprinciples.com) Jack Canfield talks about persistence and never giving up.

The in **studio guest** is management consultant Jerry Weissman (www.scorela.org).

Air Date

June 20, 2010

MAKING IT! Minority Success Stories

FCC REPORT

Length:

24:00

482RR – POWER COUPLES

ANTELOPE VALLEY MEDICAL COLLEGE

Sandra and Marco Johson

(www.antelopevalleymedicalcollege.com) met in grade school while growing up in Lancaster. Their business, the Antelope Valley Medical College was started when Sandra would set up training classes for Marco in various aspects of EMT/CPR training, and he would then teach others the knowledge he gained. They saved money to lease a 700 square foot facility and purchase a mannequin. Their first year (1998) they grossed \$6,000. Since then, they have exponentially grown in size over the past five years. Their major break came when they received national accreditation from the federal government. This enabled them to offer financial aid to students, and greatly increase revenues. This year they are projected to make over \$7,000,000. They have a staff of over 60 people and have trained over 450 students. Their plans for the future are to franchise the CPR portion of their business nationwide and open more schools throughout Southern California.

ALDELANO PACKAGING CORPORATION

Aldelano Packaging Corporation (www.bossthemovement.com) handles the packaging needs of fortune 500 companies including General Mills, Proctor & Gamble and Kellogg's. They have five packaging plants in California, Georgia, Michigan, Ohio and Tennessee. Al Hollingsworth started the business in 1968 when he was 23 years old. When the club stores (Costco, Sam's club, etc.) began taking off, Al says that created a great opportunity for him to work with major companies that needed "variety packs" to sell to those club stores. Hattie came to work for Al in 1970. She was supposed to be a secretary, but Al asked her to do sales where she became the top salesperson. It was a couple of years later that they became romantically involved. They've been married 32 years. The company did go bankrupt in 1985, so they started over with nothing. Today their multi-million dollar business is debt-free and they are looking to expand their business. They want to use their wealth to teach young people to become entrepreneurs.

In Secrets of Success Jodi Walker, President of Success Alliances talks about turning challenges into opportunities.

The In Studio Guest is Dr. Steven McGuire, Director of CSULA Institute of Entrepreneurship.

Air Date

June 27, 2010

MAKING IT! Minority Success Stories

FCC REPORT

Length:

24:00

483RR – LIGHTING THE WAY - EDISON DEDICATED

PICASSO'S CAFE BAKERY & DELI

Marissa, Maria, and Vincent DeRosa are the owner's of Picasso's Café Bakery and Deli (www.picassoscafe.com) The Picasso story began in 1989 with the dream of two people, owners and operators Vincent and Maria DeRosa. Their objective was to cater to corporate breakfast and lunch coterie while "creating food products that are a work of art"- hence, Picasso's. The DeRosa's have successfully designed cafe, bakery, and catering menus to present quality products with an emphasis on eye appeal, taste, and price. The couple met while attending USC. Daughter Marissa has made her career with Picasso's as Vice President, overseeing Picasso's Marketing and Special Events. The entire family believes in giving back to the community and Picasso's plays a generous and active role in many local community events and donates to several worthwhile charitable organizations. Picasso's employs a culinary team of five.

AD PRO

Tracy Stanhoff's company Ad Pro (714-898-6364) has tripled its profits since Making It! last profiled her in December of 2000. Ad Pro specializes in main areas, including advertising, public relations, graphic design, printing, and web design. Tracy has now been working with Southern California Edison for eight years. Tracy states that they have been instrumental in helping mentor members of the American Indian Chamber of Commerce by sponsoring events, retreats, and seminars that serve to educate vendors about Edison. Ad Pro is diligently working to help its clients which include Semptra and Southern California Edison move into the untapped market of American Indian reservations. As the gaming community continues to grow and thrive, the need for infrastructure arises and Tracy feels that she can service the demand with Ad Pro. Ad Pro's client base has increased all over the country, and conducts much of its business electronically – saving both money and time.

In Secrets of Success motivational speaker Jewel Diamond Taylor (jewelmotivates@aol.com) of Enlightened Circle talks about networking to expand your customer base.

The In Studio Guest is Lynda Ziegler, the directors of customer programs and services for Southern California Edison.